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(6th Semester)

BACHELOR OF COMPUTER APPLICATIONS

Paper No. : BCA–6E6

(Internet and E-commerce)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 15)

1. Tick (✓) the correct answer in the brackets provided :   1×10=10

   (a) Which of the following describes e-commerce?

      (i) Doing business electronically   (   )

      (ii) Doing business   (   )

      (iii) Sales of goods   (   )

      (iv) All of the above   (   )

   (b) Which one of the following is not one of the major types of e-commerce?

      (i) B2B   (   )   *(ii)* C2B   (   )

      (iii) C2C   (   )   *(iv)* All of the above   (   )

   (c) Which segment do eBay, Amazon.com belong?

      (i) B2B   (   )   *(ii)* B2C   (   )

      (iii) C2B   (   )   *(iv)* C2C   (   )

(d) Which of the following is not a key element of a business model?

   (i) Value proposition   ( )

   (ii) Competitive advantage   ( )

   (iii) Market strategy   ( )

   (iv) Universal standard   ( )

(e) Which of the following is an example of Web portal?

   (i) Amazon   ( )   *(ii)* eBay   ( )

   (iii) Yahoo   ( )   *(iv)* Facebook   ( )

(f) A strategy designed to compete in all markets around the globe is called a —— strategy.

   (i) scope   ( )   *(ii)* differentiation   ( )

   (iii) cost   ( )   *(iv)* focus   ( )

(g) Unique value auction is mainly applies to

   (i) new products   ( )

   (ii) second-hand product   ( )

   (iii) engineering products   ( )

   (iv) All of the above   ( )

(h) Which of the following is a new and disruptive Web feature or service?

   (i) CDMA   ( )   *(ii)* XML   ( )

   (iii) Postscript   ( )   *(iv)* Blogs   ( )

(i) Which of the following is a useful security mechanism when considering business strategy and IT?

   (i) Firewall   ( )   *(ii)* Encryption   ( )

   (iii) Decryption   ( )   *(iv)* All of the above   ( )

(j) A business cannot be all things to all people. Instead, a business must

   (i) identify target customers   ( )

   (ii) identify the value of products/services as perceived by the customers   ( )

   (iii) identify the distribution of products   ( )

   (iv) Both *(i)* and *(ii)*   ( )

2. State whether the following are *True* (*T*) or *False* (*F*) by putting a Tick (✓) mark : 1×5=5

(a) Encryption can be done on any bit string.

(T / F)

(b) Compared to B2C e-commerce, B2B e-commerce is smaller.

(T / F)

(c) Trust risk is not considered to be a drawback of Internet auctions.

(T / F)

(d) Paisapay is facilitated in flipkart.com.

(T / F)

(e) Using e-medias transactions occur in e-commerce.

(T / F)

SECTION—B

(*Marks* : 10)

Answer the following questions : 2×5=10

1. Define e-commerce.

2. What is physical commerce?

3. What is cryptography?

4. Define cloud computing.

5. What is IT Act, 2000?

(**PART : B—DESCRIPTIVE**)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

1. *(a)* Define transaction. What are the advantages of e-commerce? 2+3=5

(b) Differentiate between traditional commerce and e-commerce. 5

OR

(c) Differentiate between technical and non-technical limitations of e-commerce. 5

(d) Explain B2B and C2C business model of e-commerce with suitable diagram. 5

2. (a) What is Web auction? Write the characteristics of Internet payment system. 2+3=5

(b) Describe the process of payment with a credit card and a debit card. 5

OR

(c) Distinguish between macropayment system and micropayment system. 5

(d) Explain e-commerce strategies for marketing. 5

3. (a) Differentiate between e-business and e-commerce. 5

(b) Explain the impact of e-business. 5

OR

(c) Explain strategic positioning. 5

(d) Explain business process and collaboration. 5

4. (a) Explain loosely couple system. 5

(b) Differentiate between Web portal and Web services. 5

OR

(c) Explain enterprise application integration. 5

(d) What is Web service security? 5

5. (a) What is digital signature? Differentiate between encryption and decryption. 2+3=5

(b) What are the essential requirements for safe e-payments/transactions? 5

OR

(c) What is Internet security? State the functions of Firewall. 2+3=5

(d) Explain different e-commerce security threats. 5

★ ★ ★